

The  
**Utility**  
**Management**  
Conference™

AWWA | WEF

February 20-23  
San Antonio, TX  
Hyatt Regency Riverwalk

**18**



This conference is jointly sponsored by the American Water Works Association (AWWA) and the Water Environment Federation (WEF) and held in cooperation with the Water Environment Association of Texas.

[wef.org/UtilityManagement](http://wef.org/UtilityManagement)



# Why Sponsor?

## Become a Sponsor and Reach Your Target Audience.

Increase your visibility and brand awareness with over 800 professionals in your market base. Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple brand exposures before, during, and after the symposium at price points designed for any marketing plan.

**79%** of surveyed 2016 Utility Management Conference attendees were able to recognize and accurately identify conference sponsors.



Find sponsorship opportunities for The YP Summit, held a day prior to The Utility Management Conference, at [wef.org/yp-summit](http://wef.org/yp-summit).

### Top 3 Reasons for Attending The Utility Management Conference 2018

- Conference Subject Matter
- Educational Experience: training, learning best practices, earning PDHs & CEUs
- Networking Opportunities

# ATTENDEE PROFILE

## FIELD OF EXPERTISE

- 14% Wastewater
- 11% Collection Systems
- 10% Drinking Water
- 10% Stormwater Management/  
Floodplain Management/  
Wet Weather
- 10% Utility Management and  
Environmental
- 9% Water Reuse and/or Recycle
- 7% Legislation (Policy, Legislation,  
Regulation)
- 7% Watershed/Surface Water  
Systems
- 5% Industrial Water/Wastewater/  
Process Water
- 5% Water/Wastewater Analysis  
and Health/Safety Water  
Systems
- 4% Groundwater
- 4% Residuals/Sludge/Biosolids/  
Solid Waste

## NATURE OF ORGANIZATION

- 41% Public/Private, Wastewater  
and/or Drinking Water and/or  
Stormwater
- 32% Consulting or Contracting  
Firm
- 8% Public/Private Drinking Water
- 7% Public/Private Wastewater  
Only
- 4% State, Federal, Regional  
Government Agency
- 2% Manufacturer of Water/  
Wastewater/Stormwater  
Equipment or Products
- 1% Non-Profits
- 1% Water/Wastewater/Stormwater  
Product Distributor or  
Manufacturer's Rep.
- 1% Public Finance, Investment,  
and Banking

## JOB FUNCTIONS

- 42% Management: Upper or Senior
- 26% Management: Engineering,  
Laboratory, Operations,  
Inspection, Maintenance
- 13% Engineering & Design Staff
- 4% Elected or Appointed  
Public Official
- 3% Purchasing/Marketing/Sales
- 2% Operations/Inspection &  
Maintenance
- 2% Scientific & Research Staff

\* Note: Data taken from prior Utility Management survey. Attendee survey permitted multiple responses; totals will exceed 100%.

# OVERALL SPONSOR BENEFITS\*

- Enhanced visibility to conference attendees
- Logo recognition on corresponding sponsor slide at the Opening General Session
- Sign recognition at sponsored event
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Logo with sponsor directory listing including company website and address in conference program
- Logo enhanced online sponsorship directory listing on conference homepage
- Complete mobile app listing, including logo, description, and PDF upload capability
- Pre-registered and final attendee lists in Excel format
- Sponsor badge ribbons

\* Overall sponsor benefits are included with all opportunities, except meter boards, tote bag inserts and hotel sponsorships.

\* Option to provide cups or napkins at an event is on a first-come, first-serve basis.

Note: All pricing is based on the membership rate. To see nonmember pricing, please view the sponsorship contract.

# CONFERENCE-WIDE SPONSORSHIPS



**PLATINUM**  
(exclusive)  
\$16,000

- Registration giveaway (production included)
- Mobile app banner, highlight, and video
- Recognition as a sponsor of the Thursday reception
- Two complimentary fullregistration badges
- Company logo on own platinum sponsor slide at the Opening General Session



**GOLD**  
(exclusive)  
\$12,000

- Mobile app banner, highlight, and video
- Tote bag insert (distribution only)
- Custom double-sided meter board sign
- Recognition as a sponsor of the Thursday reception
- One complimentary full registration badge
- Company logo on shared sponsor slide at the Opening General Session with silver and bronze sponsors



**SILVER**  
(Exclusive)  
\$8,000

- Mobile app listing highlight
- Custom double-sided meter board sign
- Recognition as a sponsor of the Thursday reception
- One complimentary full registration badge
- Company logo on shared sponsor slide at the Opening General Session with gold and bronze sponsors

# BRANDED GIVEAWAYS

**\*Order Deadline: January 5, 2018**

All attendee giveaway sponsorships must be confirmed by this date for production purposes.

## **TOTE BAGS\***

\$7,000 (exclusive)

Place your company logo on the official conference tote bag and in the hands of all attendees, and feel confident that you're leaving a lasting impression. *(Production and distribution included.)*

## **LANYARDS\***

\$7,000 (exclusive)

*One of our most recognized sponsorship opportunities by attendees! Sponsor logo on official conference lanyard distributed to all attendees at registration. (Production and distribution included.)*

## **HOTEL KEY CARDS\***

\$7,000 (exclusive)

Custom hotel key card given to attendees at check-in and used for the duration of the event for brand visibility. *(Production and distribution included.)*

## **WATER BOTTLE\***

\$7,000 (exclusive)

Sponsor logo on official water bottle, imprinted with your company logo, distributed to attendees to carry throughout the conference and beyond, keeping your brand visible for years to come. *(Production and distribution included.)*

- Sign at water coolers in all technical sessions, including the Opening General Session, identifying your company as the sponsor of the water bottle

## **BRANDED GIVEAWAY\***

\$7,000 (exclusive)

Sponsor logo on official giveaway items, imprinted with your company logo, distributed to attendees to keep and reuse during and after the show. Opportunities include: notepads, portfolios, stylus pens and microfiber wipes. Other items may be available; contact for pricing. *(Production and distribution included.)*

# ONSITE SPONSORSHIPS

## OPENING GENERAL SESSION

\$4,000

Gain recognition for your company among the leaders in utility management at the Opening General Session. This Wednesday morning event kicks off the conference and energizes the attendees for the technical sessions ahead.

- Sign at Opening General Session identifying your company as the sponsor
- Company logo on own sponsor slide at the Opening General Session

## CONFERENCE LUNCHEON

\$5,000

Target conference attendees one the first day at an engaging walk around luncheon with stations.

- Sign at luncheon identifying your company as the sponsor
- Option to provide sponsor produce cups or cocktail napkins with company logo to be used at the sponsored luncheon

## NETWORKING BREAKS

\$3,500 per day

Refreshments are served in the morning and afternoon Tuesday through Friday of the conference. Sponsorship of the breaks reinforces your brand with all conference participants mingling between sessions.

- Sign at networking breaks identifying your company as the sponsor
- Option to provide sponsor-produced cups or cocktail napkins with company logo to be used at sponsored break(s)

## MEET THE SPEAKERS EVENT

\$4,000

Sponsor the Meet the Speakers Event and put your company logo in front attendees up close and personal with the presenters.

- Option to provide sponsor produced cups or cocktail napkins with company logo to be used at the sponsored event



## **NETWORKING RECEPTION**

\$5,000 (available to 2)

Make your company presence known among conference attendees socializing at the Networking Reception on the Riverwalk Wednesday evening.

- Sign at Networking Reception identifying your company as the sponsor

## **WORKSHOP REFRESHMENT BREAKS**

\$3,500

Sponsor the Tuesday workshop refreshment breaks, and put your company logo in front of these targeted groups.

- Sign at workshop refreshment breaks identifying your company as the sponsor
- Option to provide sponsor produced cups or cocktail napkins with company logo to be used at sponsored break(s)

# ONSITE ADVERTISING

## CONFERENCE PROGRAM ADVERTISEMENT

\$5,000 (available to 3)

Full-page color advertisement in the conference program

- Available locations: Inside Front, Back, and Inside Back Cover
- Ad art due by January 12, 2018

## METER BOARD

\$2,500 (available to 3)

- Custom, double-sided free standing sign to be placed within the conference registration area in the hotel

## TOTE BAG INSERTS

\$3,500 (available to 3)

Up to an 8 1/2" x 11" doublesided sponsor-provided flyer distributed in official conference tote bag to attendees

- Insert must be approved by WEF prior to production
- Produced insert due to WEF office by January 12, 2018

## HOTEL OPPORTUNITIES

### DOOR HANGER

\$4,000 (available to 3)

- Sponsor-produced door hanger distributed to guest rooms in the hotel block during the event

### LOBBY LED SCREEN AD

\$3,500 per day

(rotates every 10 minutes)

### MEETING ROOM SCREENS AD

\$4,000 per day

(limit to 1 sponsors a day)

- Ad rotates on all conference meeting room screens with list of events in room, including the Opening General Session

### HOTEL ROOM TV CHANNEL AD

\$3,500 per day (limit to 2)

### CUSTOM HOTEL RECOGNITION

Contact your sales rep for additional hotel opportunities such as escalator branding, elevator clings, foyer column wrap, meeting room chair covers and hotel lobby water station

## DIGITAL MEDIA

### ONLINE REGISTRATION

\$4,000 (exclusive)

- Custom banner hyperlinked to sponsor website on registration website and all registrant confirmation emails. Registration opens in November, sign up now to get the most exposure possible.

### ONLINE PROCEEDINGS

Please contact for pricing

- Custom splash page hyperlinked to sponsor website in online conference proceedings distributed to all attendees
- Artwork due by January 8, 2018

### MOBILE APP BANNER

\$3,500 (Available to 3 sponsors)

Gain exceptional exposure by placing a custom-animated banner at the top of the dashboard on the official conference mobile app.

- Custom artwork on banner and secondary landing page
- Includes video upload and listing highlight

### MOBILE APP OVERALL

\$7,000 (exclusive)

Put your company in the palm of their hands! Be seen by conference attendees as they navigate the app using their mobile devices to learn more about sponsors, programming, and speakers on-the-go.

- Custom artwork on splash page, banner, and secondary landing page
- Includes video upload and listing highlight

### WI-FI (exclusive) \$7,000

Available in meeting rooms, and public spaces.

- Custom artwork on banner on log in page
- Logo featured on Wi-Fi signs in public areas and on conference program page providing login instructions





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